An On-Line Shopping Conversion Simulation Module

ABSTRACT OF THE DISCLOSURE

A method for predicting whether an on-line shopper is converted into

5   becoming a purchaser of an item based on promotions offered by an on-line

vendor. A set of data including customer profile information corresponding

to a plurality of on-line shoppers; customer log information corresponding to

the plurality of on-line shoppers; product information corresponding to a

plurality of products offered for sale by the on-line vendor; and promotion

10 attributes corresponding to the plurality of products are stored in a database.

Next, a model which simulates shopping behavior as a function of the

customer profile information, customer log information, product

information, and promotion attributes is constructed. This model is partially

based on the traditional logistical regression theory and partially on the

15 maximum utility theories. Thereby, the data corresponding to a new on-line

shopper is input to the model which then compute a percentage likelihood

that the shopper is converted into becoming a purchaser.

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